

Note for Moore, Edna

From: Hecht, Jeff
Date: Sat, Dec 3, 1994 1:22 PM
Subject: RE: GMR - Parliament promotion
To: de Castro, Jose
Cc: Dorr, Bill; Kiernan Holmes, Jeanne; Moore, Edna; Rafferty, Shelby

2040574863

I referred this to Bill Dorr on Friday. He should be calling you, but feel free to call him at 3517. Bill is a Manager in Financial Controls.

Jeff

From: de Castro, Jose on Thu, Dec 1, 1994 12:52 PM
Subject: RE: GMR - Parliament promotion
To: Hecht, Jeff
Cc: Kiernan Holmes, Jeanne; Moore, Edna; Rafferty, Shelby

2040574863.A

Jeff,
 Could you please forward me the appropriate security guidelines GMR has to follow regarding the application and distribution of the B1G1F coupons for Parliament Winter Party Zone Events (Jan 20-Feb 20). If you prefer, we could meet. Thank You for your help....Jose X4057

From: Hecht, Jeff on Tue, Nov 15, 1994 17:46
Subject: GMR - Parliament promotion
To: Schumann, Marcella
Cc: de Castro, Jose; Floam, Dennis; LeVan, Suzanne

2040574863.B

Marcella,

Dennis and I discussed this on-pack coupon promotion with Suzanne. The coupons will be affixed to sample 20's for distribution at Parliament events. The coupons will be a B1G1F and production will be limited to approximately 16,200 coupons. Serialization will not be required since GMR will apply the coupons.

The limited production quantity for the Parliament coupons will minimize PM-USA's exposure to misredemption. Therefore, please accept this as approval to print the coupons requested by Jose.

I trust this answers all of your concerns. Please feel free to call me with any questions.

Jeff